

Foundation Master Proposal PART II

State Grants Management Section
Office of Community Development
Division of Administration

Regional Conference
Ruston, LA

☺ Good morning review ☺

- The master proposal, when to use it and what to include
- Problem statement
- Cover letter
- Executive summary
- Title page
- Table of contents

What will we do today?

- Finish the master proposal
 - Program description (mission statement, goal, objectives, tasks, outcomes, activities and timelines)
 - Conclusion
- Attachments
- *After the break:* Government Grant Writing

Program Description

- This section should be a maximum of *three pages*, give an initial description of the program including:
 - Name (make it descriptive)
 - Identify new or existing programs
 - Identify the useful life of the program
 - Identify the target population
 - Identify why your program will be effective (*use letters of support*)
 - Keep your problem statement and whether you are attempting a root cause or social change in mind

Program Description: Mission Statement and Goals

- Your mission statement shows the broad scope of influence your organization hopes to bring about.
- Goals should be targeted at bringing about the stated change in the mission statement.
 - Goals should be very broad
 - Goals should exhibit what your target public gets from the program
 - ***Goals do not have to be measurable***

Program Description: Objectives, Tasks and Outcomes

- Objectives are specific activities that will be enacted to accomplish the goals of the program.
 - Objectives should be measurable and quantifiable and should be written with *action verbs*
 - When writing objectives, include who, what, when, where and how the activity will be carried out

Program Description: Objectives, Tasks and Outcomes

- Tasks are the ways objectives will be carried out.
 - When writing tasks include who will carry it out.
 - Include what will take place and the time it will take to finish.

Program Description: Objectives, Tasks and Outcomes

- Outcomes describe the capabilities of the program once the goals have been met.
(they are the resulting actions of your program)
 - Outcomes should be written in question form and should be measurable
 - Outcomes should include:
 - Influences and resources
 - Benchmark (have we achieved our goal)
 - Cost per client

Program Description: Objectives, Tasks and Outcomes

- Short term outcomes (includes activities that have taken place between one and three years)
- Long term outcomes (includes activities that have taken place between four and six years)
- Impact outcomes (includes activities that have taken place between 7 years and the end of the program)
Impact outcomes exhibit the overall impact the program will have on the target public
- Has the problem been reduced or eliminated?
- Any future program changes
- Assessment of the impact
- *For every outcome include the data source*

Program Description:

Example

- *Sample organization: State Grant Management Section*

- *Mission statement:* Increase the awareness of federal and foundation funding in Louisiana
- *Goal:* To increase the ability of state agencies, local governments and non-profits to effectively write and obtain grant funding
- *Objective:* During the first year conduct eight regional conferences on grant writing to increase funding received by 10%
- *Tasks:* Train staff to conduct conferences effectively and schedule times and places to conduct the conferences
- *Outcome:* Has grant funding in the state of Louisiana increased by 10% in the last 5 years (long term outcome)?

Program Description: Evaluation Plan

- The evaluation plan is used to organize your outcomes.
- Include:
 - Who will collect the data
 - Who will conduct the evaluation
 - What your organization will do with the results

Program Description: Evaluation Plan

- Include how the data will be evaluated and used in conjunction with the outcomes.
 - Include measures and performance indicators
 - How often and when the data will be collected
 - Who is responsible
 - Include the method to collect the data

Program Description: Activities and Timeline

- **Decide the timeframe of the program:**
 - Does it comply with the funding period
 - When does it begin?
 - When funding is received?
 - Is the conclusion of the program the same as the conclusion of the funding period?
 - Are you using monthly or quarterly periods?

Program Description: Activities and Timeline

- When composing your timeline, make sure to include all activity throughout the term of the grant
- Remember, start the timeline from the point the awards are to be made

Program Description: Activities and Timeline

- Activities to be included are:
 - Hiring and training
 - Client recruiting and selection
 - Purchasing
 - Activities with constituents
 - Special events
 - Reporting deadlines
 - Evaluation
 - Audits
 - Site Visits

Program Description: Management Plan

- Management Style: team or chain of command?
- Identify the key personnel (*EXPERIENCE*)
- List and describe staff positions
- Training programs
- Public relations
- Fiscal management: controls, personnel, asset inventory etc...

Program Description: Sustainability

- What are the self-sustaining elements of the organization?
 - Can the organization contribute to its financial status?
- Are there any funds that can be committed to the program?
- Are there any resources from a collaborating organization?

Conclusion


- In *one page*, address the overall program and the value of the funding for which you are applying.
 - Mention the grant maker and amount early
 - Explain the urgency of the funding
 - Re-state your expertise
 - Write persuasively or passionately!!!

Attachments

- Certificates
- Awards
- IRS letters
- Annual reports
- Resumes and job descriptions
- Letters of support and commitment
- Board member information

How does this help state agencies and local governments?

- Although you may not use this style or format, much of this will be required of you when applying for a government grant.
- Use these same techniques when writing your government applications, especially when creating the budget, goals, objectives, tasks and outcomes.



Questions????????